

**IDAHO COMMISSION FOR LIBRARIES
LIBRARY SERVICES AND TECHNOLOGY ACT (LSTA)
FY 2007 ADVOCACY GRANT APPLICATION FORM**

Applicant: _____
Address: _____ City _____ Zip _____
Project Name: _____
Contact Person/ Title: _____
Daytime phone _____ E-mail: _____
Beginning date of project _____ Ending date of project _____

Project costs: LSTA request: (max 75% of total) \$ _____
*Local match (min. 25% of total): \$ _____
Total Project: \$ _____

* Match requirement identified on project appendix.

SIGNATURES AND CERTIFICATION:

We are aware of, and agree to comply with, the federally mandated assurance enumerated in the (1) Civil Rights Certificate, (2) Certification Regarding Debarment attached to this document (see Certifications. In addition, we assure that we will comply with all special law requirements, program requirements, and other administrative requirements approved in accordance with OMB (Office of Management and Budget) Circulars A-21, A-87, A-102, A-110, A-122, and A-133 (as applicable).

We will hold all material copyrights produced under this grant. We will also share project planning, results, and materials with other libraries upon request.

_____	_____	_____
Appropriate Signature	Title	Date
_____	_____	_____
Appropriate Signature	Title	Date

Signatures: Public Library (board chairman); School Libraries (director and district superintendent); Consortium (executive director and chair of governing body)

State Library Use Only

_____	Approved	_____	Date
_____	Not approved	_____	Date

Advocacy Grant Application 2007

The purpose of an advocacy grant is to raise your library's visibility in your community by developing or implementing a marketing or advocacy plan highlighting your services.

TO COMPLETE THIS APPLICATION:

- Type your answers to questions (1, 2a and 5 below on a separate sheet.)
- Complete the forms:
 - Measuring Success form
 - Marketing form (if applicable)
 - Summary Budget form
- If applicable, include a copy of the advertising/design agency Request for Proposal or bid specifications.
- Complete and sign 1 copy of the Certificates (see Certifications in this Guide); submit each with an original signature.
 - Civil Rights Certificate
 - Certification Regarding Debarment
- Send three 3 copies Application and attachments (1 with original signatures) and 1 copy of the Certifications (each with an original signature to: Advocacy & Marketing Consultant, Idaho Commission for Libraries, 325 W. State Street, Boise, ID 83702-6072

APPLICATION QUESTIONS:

1. Mission statement and long range plan (no more than 1 page double spaced)
How does this marketing effort fit into your mission statement and long range plan?
2. Marketing plan development
 - a. Describe how the marketing plan implementation will be funded (please type)
 - b. Complete the Measuring Success form (see Forms)
 - c. Submit the advertising/design agency Request for Proposal or bid specifications
3. Marketing plan implementation
 - a. Complete the Measuring Success (see forms)
 - b. Complete the marketing plan (see forms)
 - c. Determine your baseline data for Idaho Commission for Libraries's Measuring Success (see forms)
 - d. Submit advertising/design agency Request for Proposal or bids specifications (if applicable)

4. Budget summary

Fill out the Budget Summary ([see Forms and refer to page 9 – 10 Personnel Costs and page 13 - Timeline and Budget Narrative in the guide](#)). If applicable, complete the Project-Related Personnel Costs and include a job description for project-related position(s). If a staff person is taking on the duties, include a paragraph of what current job responsibilities will be dropped to accommodate grant-related activities.

5. Project evaluation

Indicate your willingness to:

- For Marketing Plan Development, submit a completed Advocacy/Marketing Final Report (including the program purpose and program model) and a copy of the final plan to the Idaho Commission for Libraries. Indicate how it will be implemented. Include any materials developed (survey instruments, summaries, demographic findings, etc.).
- For Marketing Plan Implementation, submit an Advocacy/Marketing Final Report including program purpose, program model, marketing plan, and baseline data. Include any collateral material developed or published as part of your project (brochures, press coverage, survey summaries, photographs of programs or events, etc.).
- All projects must credit the Idaho Commission for Libraries and the Institute of Museum and Library Services on any published material (electronic or print). Use the following statement: **Funded in part by the Institute of Museum and Library Services administered by the Idaho Commission for Libraries.**

Program Purpose—Sample

We do what ? (The services and activities of the program you want to market)

Provide books, videos, and software to help homeowners with landscaping and interior decorating. We can highlight these practical materials by offering landscape and interior decorating programs using local expertise.

For whom? (Your target audience(s) for your message)

Home owners in our library service area.

For what outcome or benefit? (what do you want to accomplish?)

Home owners (people who pay property tax) will find the library has materials and resources that can help them improve their everyday lives. This can benefit the library in a number of ways, including recruitment for our Friends group and word-of-mouth promotion by satisfied customers.

After acting upon my message, my target audience will have a change in (check one or more):

- ☒ Attitude
- ☐ Skill
- ☒ Behavior
- ☐ Knowledge

How will that change come about?

Home owners will become knowledgeable about library resources that help them improve their lives through attending the workshops and checking out related materials. They will tell others about the value our library has to offer.

Your Program Model—Sample**What are the elements of your program?****Inputs** (What will it take to promote your program or service?)

graphic artist & printer	Web site and links to LiLI articles
Program presenters and space	Support staff
Partnership agreements	Display materials
Program supplies	Media contacts

Activities (What do you need to develop or create before you launch your marketing campaign?)

Develop survey	Update web site with links to LiLI articles
Get bids from printers & graphic artist	Create library display
Develop print publications	Measure circulation for 747 & 712
Write PSAs, editorial, and brochure copy	Promote program
Buy program supplies including imprint items	Develop program schedule & content

Services (What product will you deliver to your customer as a result of your marketing campaign?)

Four “Fix Up and Nail Down” Programs

Website bibliography and links to LILI articles; “Fix Up and Nail Down” Library Display

New Library brochure

Outputs, Indicators, Timing & Goals (What and how will you measure that will indicate you have been successful? How many people do you need to reach to be successful?)

Output: What will you measure?	Indicator: What will that measure show?	When will you measured?	Goal: How many people will change?
Circulation numbers for 712's & 747's	Materials are useful	2 weeks before & after	Circulation increase by 25% from 25 to 31 checkouts per week
Participants' opinions	Programs were worthwhile	After program	90% of 25 participants say “yes”
Participants' opinions	They would tell others	After program	90% of 25 participants say “yes”

Sample Marketing Plan

Project:	Media campaign to increase homeowners' knowledge of library's "how to" resources.
-----------------	---

Target Audience:	Home Owners
-------------------------	-------------

Supporting demographics:<http://cl.idaho.gov>

Population (2000) 25,900

Select: "Statistics & Resources," "City, County Profiles"

Median Age: 28.8

Housing units: 9,695

Select: "Statistics & Resources," "Census"

Owner-occupied housing units: 5,852

Median value of owner-occupied housing: \$84,700

Needs/Benefits:

Customer Problem	Library Solution
Lack money to hire an expert	Check out books & videos
Lack expertise to fix up the house	Attend "how to do it" programs

Message:**Fixing Up & Nailing Down @ Your Library**

It doesn't matter if you are seasoned or green, if your house is old or new, we have books, videos, and programs to give you the tools to nail down what it takes to fix up your home. Stop by the library today in person or online and check out what we have for you. Or make plans to attend one of our Saturday morning Fixing Up & Nailing Down programs.

Partners

Home improvement store

Master Gardener (U of I extension)

Water Utility Company

Mortgage Company or Bank

Sample Marketing Plan— list what activities (articles, fliers, website postings, mailings, etc.) will

be done

When & What	Where	Topic	Date (distributed, published, aired)
Month: February			
▪ PSA	Newspaper; radio	Upcoming home improvement series	2/10 newspaper; 2/25 radio
▪ Direct Mail	Water Utility bill	Upcoming home improvement series	2/15 inserts delivered to water company
▪ Website	Library	Select article links from LiLI-D	2/15 update website
	Partners	Ask them to link	2/25 request
Month: March			
▪ Flier	Partners	Upcoming home improvement series	3/01 fliers delivered
▪ Article	Newspaper	Tie into popular TV programs	3/15 article published
▪ Interview	Radio/TV	Tie into popular TV programs	3/20 TV interview; 3/24 radio
▪ Bibliography	Library	Books, websites, and LiLI-D	3/20 printed and put at service desk
▪ Display	Library	Home improvement books	3/20 set up near service desk
▪ Presentation	Service Clubs	Upcoming home improvement series	3/25 Kiwanis
Month: April -- Programs			
▪ Curb Appeal	1 st Saturday	Fixing up & Nailing down	Count attendance & get survey*
▪ Home Style in Color	2 nd Saturday	Home Improvement Store	Count attendance & get survey
▪ Low Water Landscape	3 rd Saturday	Water utility company	Count attendance & get survey
• What Buyers Want	4 th Saturday	Realtor/Appraiser	Count attendance & get survey

*Survey Questions: (1) Was the program worthwhile?
 (2) Would you tell others about this program?
 (3) Would you tell other about library services?

FY 2007 ADVOCACY GRANT APPLICATION

Advocacy Grant Application: Sample Summary Budget

Applicant: Wonderful Library		Project: Fixing up & Nailing down			
	For what?	By When?	LSAT Grant	Local Match	Total
Contracts (list vendors):*					
Graphic designer	Direct mail; fliers; bookmarks	1/17	\$ 200	\$100	\$ 300
Printer	Direct mail – 6,000,	2/01	\$ 300		\$300
	3 per-page, trim, 2 colors				
Printer	Bookmarks—1000, 2 colors, 2 per page (bibliography & program information)	2/01	\$100		\$100
Promotions unlimited	500 yardsticks (imprint)	1/17	\$412		\$412
	1000 mood pencils (imprint)	1/17	\$402		\$402
Personnel (list positions):**					
Outreach librarian	Publicity, writing articles, program lineup, interviews, presentations, bibliographies, displays, website, registration (total 50 hours @ \$15/hr) A job description and paragraph noting what job responsibilities will be dropped to accommodate grant-related activities is attached and the Project Related Personnel Costs form.	1/15		\$750	\$750
Materials/ Supplies (list items):					
Surveys, agenda, etc.	Program handouts			\$50	\$50
Pocket folders	Program handouts			\$50	\$50
Ruled tablets	Program handouts			\$50	\$50
Web/Print (list projects):					
35 lb. paper/color copies	100 flyers (also post to website) to distribute around town	2/10	\$ 200		\$200
Other (list other costs):					
Incidentals	Each program (Friends)			\$100	\$100
Digital camera	Post photos to website	2/10	\$ 150		\$150
Computer projector	Presentations	2/10	\$ 1500		\$1500
TOTALS			\$3264	\$1100	\$4364

Note: Local match is 25 percent overall, not necessarily in each category. Feel free to add or delete rows as needed.

* Vendors will be required to sign a Certification Regarding Debarment for your records. Provide an estimate of costs.

** If your budget includes personnel costs, provide a breakdown using the PROJECT RELATED PERSONNEL COSTS form (reverse side).

Measuring Success: Outcomes Evaluation, page 1

Program Purpose (complete this form as part of your application)

We do what ? (The services and activities of the program you want to market)

For whom? (Your target audience(s) for your message)

For what outcome or benefit? (what do you want to accomplish?)

After acting upon my message, my target audience will have a change in (check one or more):

- ☐ Attitude
- ☐ Skill
- ☐ Behavior
- ☐ Knowledge

How will that change come about?

Your Program Model (complete this form as part of your application)

What are the elements of your program?**Inputs** (What will it take to promote your program or service?)

Activities (What do you need to develop or create before you launch your marketing campaign?)

Services (What product will you deliver to your customer as a result of your marketing campaign?)

Outputs, Indicators, Timing & Goals (What and how will you measure that will indicate you have been successful? How many people do you need to reach to be successful?)

Output: What will you measure?	Indicator: What will that measure show?	When will you measured?	Goal: How many people will change?

FY 2007 ADVOCACY GRANT APPLICATION

Marketing Plan (Complete this form as part of your application)

Page 1

Project:

Target Audience:

Supporting demographics:

<http://cl.idaho.gov>

Select: "Statistics &
Resources," "City, County
Profiles"

Select: "Statistics &
Resources," "Census"

Needs/Benefits:

Customer Problem

Library Solution

Message:

Partners

Marketing Plan—list what activities (articles, fliers, website postings, mailings, etc.) will be done

FY 2007 ADVOCACY GRANT APPLICATION

When & What	Where	Topic	Date (distributed, published, aired)
Month:			
Month:			
Month:			

**Idaho Commission for Libraries:
Measuring Success of Marketing Plan Implementation**

The Idaho Commission for Libraries is measuring the success of this grant program. Please fill in your baseline data as part of the marketing implementation grant submission and be prepared to report the numbers and percentage change as part of your final report.

1. How much did your overall circulation change because of your marketing effort? Please give specific numbers:

Baseline circulation*	Increase/decrease over baseline	Percentage change

2. How much did your overall patron visits (in person and/or electronic) change because of your marketing effort?

Baseline visits*	Increase/decrease of baseline	Percentage change

3. How much did your library card registration change because of your marketing effort?

Baseline registration*	Increase/decrease of baseline	Percentage change

* Baseline data can come from the same time period from the prior year or from a period before the marketing campaign and a period after the marketing campaign (i.e., one month before your campaign measured against the month after your campaign).

Please be prepared to answer these questions as part of your final report:

4. Did you increase the library's visibility through the project?
5. For city libraries, did your allocation increase over last year? If yes, by how much?
6. Are you planning another marketing/advocacy project? If yes, how will it be funded?

FY 2007 ADVOCACY GRANT APPLICATION

Advocacy Grant Application: Sample Summary Budget

Applicant:		Project:			
	For what?	By When?	LSAT Grant	Local Match	Total
Contracts (list vendors):*					
Personnel (list positions):**					
Materials/ Supplies (list items):					
Web/Print (list projects):					
Other (list other costs):					
		TOTAL S			

Note: Local match is 25 percent overall, not necessarily in each category. Feel free to add or delete rows as needed.

* Vendors will be required to sign a Certification Regarding Debarment for your records. Provide an estimate of costs.

** If your budget includes personnel costs, provide a breakdown using the PROJECT RELATED PERSONNEL COSTS form (reverse side).

PROJECT RELATED PERSONNEL COSTS

Length of project duration in weeks= _____ (A)

SALARIES

Position Title	(B) Total # of Hrs/wk. Usual & Customary for this position	(C) # of additional Hrs/wk due to grant	(D) Total Hrs/wk. B + C (cannot exceed 40 hrs. / wk.)	(E) Hourly Rate usual & customary for each position	(F) Total Salary (B+CxAxE) *	(G) Added Salary due to grant (CxAxE) *	(H) LSTA Amt. (Additional Hrs. Only) (G) LSTA (75%)	(I) Local Match Amt. (Additional Hrs. Only) (G) Local (25%)
Total Salaries								

Fringe Benefits

Position	Unemployment Insurance on a % of Payroll Basis only .001 **	Worker's Comp Rate .0046	FICA Rate = .0765	Retirement Rate =	Health Insurance Rate =	Other Rate =	Total Benefits

* Enter Salary and Benefit totals on the Proposed Budget for LSTA and Local Match.

** Unemployment insurance must be paid on a percent of payroll basis. Unemployment paid on a cost basis will be the responsibility of the applicant.

Grant funds can be used to pay personnel costs for hours worked on a grant project over and above an employee's usual and customary working hours, up to a maximum of 40 hrs. per week or 1 FTE. If necessary, new employees can be hired at the salary usual and customary for the hired position description. However, grant funds can not be used to increase salaries of library employees. Salaries reported must be actual current salary levels.

List all project related positions funded by LSTA or matching funds. Report the number of increased hours projected per week, the number of weeks to be worked, hourly rate, gross salary and total benefits for each position. Attach a current job description for each position identified adding at the bottom of the description the changes that will occur for that position as a result of the grant, i.e. increased hours, what duties will be taken away or added etc.